

Gull Lake

Michigan

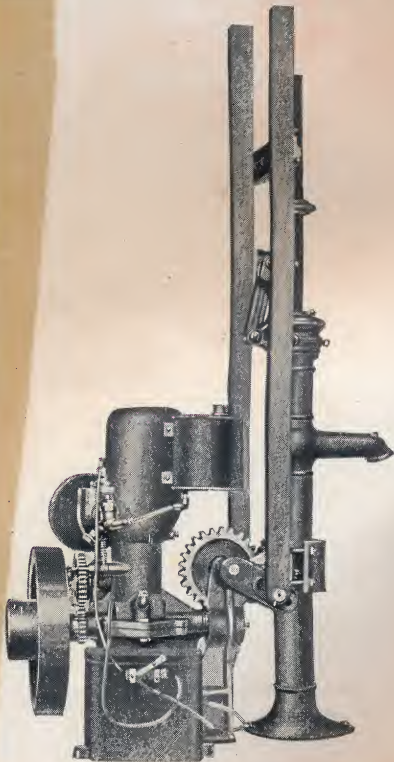
An Ideal Place for
A Summer Vacation

Fishing
Boating
Swimming

GULL LAKE

Diamond Pumping Engines

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Reasonable in Price.

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KALAMAZOO, MICH.

GULL LAKE

Michigan

Between Battle Creek and Kalamazoo

An Ideal Place for A Summer Vacation

Boating, Fishing, Swimming,
Dancing, Golfing, Cool
Breezes, Dry-High Altitude

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Looking Up the Lake

Why Gull Lake is an Ideal Summer Resort.

GULL LAKE—the finest of the several hundred beautiful lakes that mark the State of Michigan, is the vacation-place of one's dreams—the ideal made real. It has all the natural advantages and man-made comforts and conveniences and besides is economical.

Situated within four hours' ride of Chicago, Detroit, Toledo and Indianapolis and only a few minutes' ride by trolley from Kalamazoo, Battle Creek, Grand Rapids, Lansing and Jackson, it is easily reached and the busy business man of any of these cities may spend the week at his desk in the heated city and the week-end with his family at this delightful resort, or may easily run out every evening and be back at his desk the next morning.

Two trolley lines with hourly service and a steam railroad connect the resort with the outside world.



A Government mail boat makes daily trips to each beach and boat landing.

A store boat—stocked with groceries, fresh meats, vegetables and light merchandise stops before your cottage every morning.

Grocery wagons, milk wagons, laundry wagons and all the other market conveniences of the city appear at your back door every morning.

Twenty-one miles of sandy beaches and water as



clear as crystal—through which you can see to a depth of many feet, afford the best inland bathing in the country.

Millions of tiny springs that line the white-sandy bottom of Gull Lake and supply it with fresh, sparkling water insure excellent fishing and bass, trout, pickerel and perch are in abundance.

The boating is ideal. With a length of seven miles and a width of nearly two miles, Gull Lake affords the opportunity for every phase of boating of the Great Lakes without the high waves and dangerous rough waters. Even the tiniest canoe can travel its length and breadth. Hundreds of gasoline and steam launches skim over its mirror-like surface—some of the privately owned being veritable little palaces.

“Lover’s Lane”—the outlet of Gull Lake, one of the prettiest water passages in the world, and nearly two miles in length, is, as its name suggests, an ideal trip and a favorite one for the young people.

Shaded drives that wind in and out of tangled forest and over hill and plain, skirt Gull Lake and put poetry into the soul of the most prosaic.



Beautiful parks and wooded dells offer delightful picnic grounds and outings.

A handsomely appointed golf club with one of the best eighteen-hole links in the country gives entertainment, pleasure and health to those who like this sport.

A magnificent dancing pavilion built out over the Lake, affords entertainment for those who enjoy the terpsichorean art.

The Elks have a great fire-proof, electric-lighted club building with several acres of park, where members may spend a week-end or the entire summer.

There are several hotels—each one moderate in its charges, reasonable rates being made, with special rates to families and for the season.

Furnished cottages can be had from \$3 to \$25 per week, these being equipped with everything for housekeeping, with the single exception of table and bed linen.

More than four hundred cottages—some pretentious in their nature, line the shores of this beautiful body of water, each one occupied by its owner and his family from early Spring till late Fall—



a silent testimonial to the satisfaction, enjoyment, pleasure, comfort and delightful Summers the occupants derive from their annual all-season vacations.

The high altitude—the all-day cool breezes—perfect drainage—pure water—absence of mosquitoes—the absence of low lands and marshes—all these, coupled with the boating, the bathing, the fishing, the golfing, all the conveniences of the city markets, and last, but not least, the perfect isolation from all the noise and hustle of the city, yet within a few hours' ride of the West's great metropolises, make Gull Lake just what is claimed for it—"The vacation-place of one's dream—the ideal made real."

Location of Gull Lake.

GULL LAKE is located in the central portion of Michigan—in the very heart of the Michigan Lake region, and midway between Battle Creek (the great health center and home of the Battle Creek Sanitarium), and Kalamazoo, each of which cities may be reached by trolley

every hour of the day and with half an hour's ride.

If one should follow a crow from Chicago to Detroit his course would be but four or five miles south of Gull Lake, and he would find that beautiful resort about midway between the two cities.

Toledo is on a direct railway or interurban line from Gull Lake, so is Elkhart, Ind., Saginaw, Grand Rapids, South Haven, Jackson, Mich., South Bend, and Bay City.

Gull Lake is easily reached from Chicago. One may take the Michigan Central out of the Twelfth Street Station after business hours, buying a ticket to Kalamazoo. At this point an interurban car over the Michigan United Traction Co. direct to Gull Lake is boarded and the passenger arrives at the Lake at 10 P. M. Public launches and steamers meet each train and carry passengers to any beach on the Lake for a fare of five cents to twenty cents—owing to the distance.

Those who prefer the boat ride from Chicago may take a Lake Michigan steamer across to South Haven, boarding a Michigan Central train for Kalamazoo at that point.

Passengers from Toledo take the Lake Shore to Jackson, Mich., and those from Detroit the Michigan Central to the same point. Here the interurban again is boarded and, after a brief, enjoyable trip, the vacationist arrives at Gull Lake.

Grand Rapids passengers use the interurban direct to the Lake.

Although perfectly isolated and situated in the very heart of the Michigan Lake region, this ideal place is only a few hours' ride from Chicago, Detroit, Toledo and other mid-west cities and is one of the most accessible resorts in the country.



Entrance Into Beautiful "Lovers' Lane"

Gull Lake a Beautiful Body of Water.

WHEN the vacationist reaches Gull Lake and looks out upon the panoramic stretch of the seven miles of mirror-like water, with its white-sandy beaches and wood-skirted shores, he is struck by its remarkable beauty, and if there were no other claims for his admiration, he would place the stamp of his approval on the spot and "camp for the Summer."

There are many pretty lakes in Michigan—most of them within a half-dozen miles of Gull Lake, but none come so near being ideal. Crooked Lake, Pine Lake, Gun Lake, Indian Lake, Fair Lake, Wall Lake, Thornapple Lake, Long Lake—all these are from two to twelve miles away and are reached by auto or buggy rides.

Gull Lake, however—the largest of all these—exceeds them in beauty, natural advantages, comforts, conveniences, location and all those things that go to make the Summer enjoyable.

The Lake is seven miles in length and nearly two miles in width and one of its most remarkable features is the perfect shore line. With but one exception—a small stretch at the upper end of a few hundred feet, every inch of the twenty-one miles of shore is perfect. The water begins on a clear, white-sandy beach, free from pebbles, rocks, stumps, weeds and brush. From a thin wafer of pure, clear water at the shore line the Lake gradually grows deeper towards the center until a depth, in some places, of 135 feet is reached. One, however, may wade several hundred feet from the shore, always treading on a fine, white sand, so gradual the depth grows.

Again, so perfect is this shore line a child might wade almost every inch of the twenty-one miles around Gull Lake and never get the top of its shoes wet.

Nature has given this pretty body of water a most artistic setting, too. Like the crater of a long-extinct volcano, as such Gull Lake is sup-



After Passing Through "The Tunnel" in "Lovers' Lane"



One of the Many Shaded Nooks in "Lovers' Lane"

posed to be, high bluffs and knolls rise around its edges back some distance from the water like the rim of a saucer. On these knolls a heavy growth of trees gives a softened horizon line.

Standing on one of these knolls one may get a most excellent panoramic view of the entire length and breadth of the Lake. The photographer, limited by the range of his lens, however, is unable to encompass the entire seven miles, and the bird's-eye view shown on page 40 gives but a vague idea of the beauty and charm the eye is privileged to take in.

Sometime back in prehistoric time there must have been a great upheaval in this Michigan Lake region. One can stretch his imagination and see the violence of an earth-shaking quake, or, perhaps, a mighty volcanic eruption which sent millions of tons of



**Youthful Picnickers and Their Watchful Mothers at
Gull Lake Park**

molten rock and mineral from the fiery furnace on the interior of the sphere miles high to fall back into the level lands adjacent.

Gull Lake must have been in the center of this disturbance, for the saucer-like hole that marks its existence today is the largest of the many hundreds in that region.

Though tragic must it have been then, thousands or even millions of years ago, and terrible must have been the spectacle to whatever life then existed, Nature has smoothed over the scars, and verdure covers the ragged edge of this great saucer-like rim. Over the great, gaping hole of the crater a velvety carpet of pure, white sand is spread, through which crystal water from some monster fountain rises in millions of tiny springs.

As the years passed these springs filled the immense crater with their sparkling gifts until it was "full to over-flowing." Then, as it reached a crevice



A Family Picnic at Gull Lake Park

in the rim, it rushed out and passed into the valley below.

And, so Gull Lake is today—a great basin of ever-pure water, with no inlet but its millions of tiny springs in its sand-covered bottom—uncontaminated by polluted streams—free from surface drainage, and with but one outlet—a small, narrow stream—“Lover’s Lane.” This outlet, scarcely two miles in length, and no wider than thirty feet, pours the overflow into the Kalamazoo River, which, in turn, carries its treasure to Lake Michigan and there adds its contribution to the Great Lakes.

Naturally, a body of water, whose source of supply is so virgin, must be crystal-like in clearness. Bathers dive into its bosom and the onlooker can follow their every movement under the water for a depth of several feet. Schools of fish may be seen as they move from one feeding ground to another. Parents lead their children out to a proper depth

and find the clearness of the water an aid in teaching them to swim as they can watch their movements in the water and correct faulty strokes.

Gull Lake often has been referred to as a little sister to beautiful Lake Michigan. It does resemble it in its ever-changing hues. Today crystal-green—tomorrow a sky blue, but the resemblance does not end there.

Because of the peculiar geographical formation of the surrounding country, a constant breeze sweeps over the surface of the water. At times this ever-present breeze catches in a pocket somewhere, as it does near Lake Michigan, and a squall blows up. For an hour, perhaps, the mirror-like surface is disturbed and tiny waves—miniatures of its larger sister's angry lashings, cause straggling craft to hurry to a sheltering shore.

But it is of short duration and soon the "rough" waters have subsided and the mirror-like surface comes back and Gull Lake is once more the "Gem of Michigan."





The Most Perfect Inland Bathing Beaches.

NATURALLY, with a water so crystal-like in its purity, and a shore line of such perfection, Gull Lake affords ideal bathing. Residents of nearby towns and cities long have recognized these ideal conditions and the hourly interurban trains bring thousands every day to the Lake during the Summer season for a plunge and a day's frolic in its delightful waters.

Being fed from springs one would suppose that Gull Lake would be uncomfortably cold for the bather, but this is not true. The shallowness of the water for so many feet away from the shore gives the warm sun ample opportunity to temper the water, and bathing is delightfully pleasant.

Out into greater depths, however, the water is almost ice-like in its temperature, and many of the cottage owners run pipes to this point and bring the water to their places to use for drinking and cooling purposes, no ice being necessary, even on the warmest of days.

There are several public bathing beaches—most

of these being at the hotels and club houses, that dot the lake at intervals. However, every inch of the shore line is a bathing beach and the bather is privileged to go where he wills.

The "residents"—those that rent or own cottages and spend the summer or a few weeks during the season, being so termed, spend much of their time in the water. Before breakfast in the morning one may see these vacationists tripping across the grassy lawn before their cottage and hurrying to the sand-covered beach a few feet away. Again in mid-day, or perhaps later in the afternoon, all Gull Lake's population seems to take to the water. Then, in the evening, by moonlight, a last dip is taken just before bedtime.

It is doubtful if there is another spot in the entire United States that affords such delightful bathing as does this Little Gem of Michigan.





Boat Landing at Highland Park

Boating One of the Real Pleasures.

THE seven-mile stretch on Gull Lake, with the three miles of width, affords a most excellent opportunity for boating in all its phases. The smooth surface of the water, the many little bays and coves and last, but not least, the ever-delightful "Lover's Lane" make ideal canoeing.

Every type of pleasure craft is on the Lake. There are hundreds of privately owned gasoline and naphtha launches, some of these being of the most expensive models. Yachts, cat boats and other sailing craft are out every day, and some of the speediest of motor boats in the country churn through the waters of this Lake.

All through the Summer season races are of daily occurrence between motor boats and sailing craft, and at frequent intervals special races are conducted by the various clubs which draw great crowds of spectators.

Canoeing regattas, too, are a pleasing diversion, some of the water pageants rivaling any of those held anywhere in the country.

Game Fish Abound.

THE spring-fed waters of Gull Lake make excellent game fishing and some of the catches during the season send thrills through the followers of Izaak Walton. Bass and pickerel are in endless quantities, as are lake perch. There is some trout and the live water insures a lively battle when one of these little bantams of the finny tribe "strike."

Most of the fishing has to be done in deep water during the mid-day hours, as the hundreds of pleasure and excursion steamers keep the "game" away from the shore. For this reason early morning or late evening fishing is generally resorted to, with the single exception of the extreme northern end of the Lake. At this point the boats seldom appear and it is no uncommon sight to see hundreds of little row boats, each with its lone fisherman, patiently waiting for the "strike" that will make the nucleus for many a wonderful yarn when the return to the heated city comes.

To those who desire still more exciting all-day fishing, several smaller lakes nearby—each within a quarter to a mile or two distance, affords all the sport imaginable, some of these smaller places being "alive" with trout and other game fish.

Additional Copies

GULL LAKE BOOK

Single Copies, 10 cents

25 Books or More, 6 cents

50 Books or More, 5 cents

Send Remittance and Books will be sent prepaid

F. S. KENFIELD, Publisher

445 Plymouth Ct., Chicago



Gull Lake Country Club

The Country Golf Club.

SITUATED on a high knoll—one of the largest spots around the Lake, and nestling in a forest of first-growth trees, is the Country Golf Club. A winding road leads from the beach below to the club a few hundred yards back from the water front. Auto drives, too, connect the place with the beautiful Lake Shore Drive which skirts the entire twenty-one miles of shore line.

This club was organized by regular Summer residents at the Lake, who own their cottages and spend the entire season, with their families, at the resort. Living accommodations for those who wish to be quartered at the club are also provided.

An orchestra also is maintained for the regular Saturday evening dances which are “the society event” of the Lake colony, and to which the entire population is invited. During the week private or club dances are given, to which only members and their invited friends have the privilege.

The links are the regulation eighteen-hole course and are kept in a most excellent condition. Those that use the course claim it is one of the best in

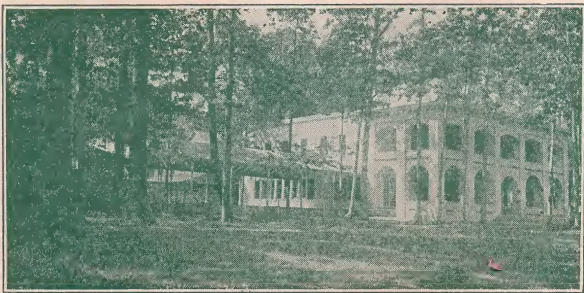
the country and the enthusiasm of those who use it daily gives strength to this claim.

The golf course is more than 6,500 yards in length and covers 120 acres. Nine of the eighteen holes are in superb condition and the other nine already are seeded.

"Skokie" Watson laid out the course and Tom Morris made the green, and golfers generally will appreciate what a "Watson-Morris" course means.

The Country Club is not an exclusive one in the sense that its membership list is "closed." Any desirable resident or visitor to the Lake, who can give a good letter of recommendation, is eligible to membership.

John A. Scott, of Evanston, Ill., is president; J. H. Dewing, of Kalamazoo, is vice-president; F. S. Parson, of Kalamazoo, is secretary and treasurer. The board of directors is composed of H. S. Humphrey, F. S. Kenfield, F. W. Ward, W. F. Church, J. H. Dewing, John A. Scott, A. E. Kettle, S. R. Light, Clark Hawk, A. B. Williams, and W. S. Butterfield.



Elks' Club House at La Belle



A Picnic Crowd in Allendale Park

Parks, Picnic Grounds and Driveways.

THE abundance of natural forest trees that covers the regions surrounding Gull Lake gives opportunity for parks and picnic grounds and the undulating land makes most delightful winding drives for both autos and vehicles.

The Township Park near the northern end of the Lake is a large tract of land set apart by the township organization. It is one of the beauty spots about the Lake and is maintained in excellent condition every year. Not only do the neighboring farmers use this park freely for picnics, but the visitors and summer residents.

At one of the beaches near the southern end of the Lake, is one of the most used parks. This is more of an amusement park and bears the name of the beach and hotel—Allendale. It is owned and maintained by the Allendale Hotel Company and

its entrance is directly at the Interurban Station and the docks of the Gull Lake Boat Company.

While primarily intended for the use of the hotel guests and patrons no restrictions are placed on this park and everyone is free to use it.

Every day picnic crowds from the neighboring cities and towns flock to this spot, many bringing their lunch baskets. A day's frolic in the water, boating, fishing, dancing, base ball, lawn tennis and other amusements make the outing enjoyable.

The largest crowds, of course, are on Saturdays and Sundays, for the overworked throngs from Battle Creek, Kalamazoo and other nearby cities, quit the heat of the town and come for a week-end outing.

There are many beautiful beaches along the Lake shore that are unoccupied by cottages and these make delightful picnic grounds. As a matter of fact, there is scarcely an inch of the Lake shore that is not a "park" for Nature has been kind to Gull Lake.





Turner's Hotel at North End of Lake

Hotels Give Ample Accommodations.

THERE are several hotels along the shores of the Lake, and there is ample accommodation for any demands that may be made on their hospitality. Unlike most summer resorts the charges made for accommodation are exceptionally moderate.

Allendale Hotel:

Allendale, the oldest of the hotels, and the largest, is conducted by the Allendale Hotel Company, of which Martin E. Brown is manager. This hostelry was erected on the site of the first camp at Gull Lake—Camp St. Louis.

Camp St. Louis was established more than a quarter of a century ago when an old hunter and trapper settled there. The excellent hunting in the Spring and Fall and the fishing in the Summer season brought hundreds to the Lake and the trapper was forced gradually to give of his hospitality until he soon laid aside his traps and gun and devoted his entire time to entertaining visitors.



This Picture and the One on the Opposite Page Form a Panoramic View of Allendale Hotel and Grounds

Soon the many other enticing natural advantages of the Lake became more generally known. Cottages were built along the shore and gradually Gull Lake became known to nearby people as a "Most delightful place to spend the Summer."

Most of the settlement centered around Camp St. Louis at the east side of the southern end of the Lake as this was the most accessible point at that time. Later the little fisherman huts that composed the "Camp" gave way to a hotel. Later this building was remodeled and additions built to it until today there is a large and commodious hostelry at Allendale, the present name being taken from Dee Allen who erected the buildings as they stand today.

The hotel proper is located almost at the water front and in a natural forest park. Lawns and drives surround it, and Allendale Park, which extends for nearly a mile along the shore, is lighted with electricity at night and is just as popular for night picnics as it is for daylight outings.

A large dancing pavillion extends out over the water and an excellent orchestra supplies music.



The Dancing Pavilion at Allendale Hotel

There are refreshment booths in the Park, picture "galleries," merry go-rounds, toboggan slides on the water front, and other amusements. There also is a base ball diamond and a lawn tennis court.

Boats may be hired by visitors, although they are free to guests at the hotels. Bathing suits may be hired, fishing bait obtained and all conveniences and comforts to be found at any first-class resort are to be had.

The interurban station of the Michigan Union Traction Company is located within fifty feet of the hotel entrance. Trains every twenty minutes bring pleasure-seekers from the outside world.

The hotel is conducted on the European and American plan. Beds may be obtained for 50 cents a day. Meals may be had at the restaurant a la carte. If one wishes to employ the American plan, board may be obtained at the rate of \$1 a day, with special rates to families and for a week or the season.

Midland Park Hotel:

This hotel is located at Midland Park and was erected by the Methodist Protestant Camp Meeting

Association which owns a large tract of land near the east center of Gull Lake. It was designed to take care of the great crowds that attend the annual camp meeting of this denomination which is held at Midland Park all through the Summer months.

The hotel is a commodious building and is conducted by H. W. Payne. A rate of \$1 a day is charged, or \$6 a week. Regular meals are served at 35 cents each with a special chicken dinner on Sundays at 50 cents.

Midland Park is a city in itself. It has a Summer population of about 2,000, is incorporated as a city, and has police and municipal organization.

Turner's Hotel:

Located on the east shore near the northern end of the Lake this hotel is one of the favorite resorts for those that wish more seclusion. It is noted for its excellent cuisine.

Turner's is situated on high ground in a natural park. The lawn is well kept and an excellent lawn



Midland Park Hotel



Cottage at Walnut Grove Hotel



Sylvan Cottage Inn

tennis court is maintained for the guests. The main hotel building is large and commodious and there are several cottages for those who wish "home life" and at the same time the convenience of the hotel. Rates: \$2 a day or \$9 per week with special rates for families.

Walnut Grove Hotel:

This is one of the most home-like places on the Lake. It is located on Walnut Grove. Giant trees tower above the hotel buildings and cottages and make a most beautiful setting for the extensive grounds. Ross Ever personally superintends every department of the hotel and has a reputation for his hospitality. Special chicken dinners draw **many**

of the cottagers from all portions of the Lake on Sunday and special occasions.

The same moderate charges are made here as at the other resorts.

Sylvan Cottage:

Mrs. Ernestine Jones is the proprietor of this resort. It is located at Sylvan Heights, near Midland Park and the cottage sets back some distance from the Lake Shore, nestling at the foot of a knoll and amid a heavily shaded forest. A drive leads direct to Sylvan Beach, a few yards away.

Mrs. Jones has made quite a reputation for her special dinners and receives a good patronage from the regular summer residents, as well as from guests who spend the Summer season with her. For those that want perfect isolation—free from the crowds that throng the shore line, Sylvan Cottage offers an ideal location.

La Belle Park Club:

This is one of the largest and best appointed resorts on the Lake. It is located on La Belle Beach and is a modern, concrete and stucco structure and





Panoramic View of "The Island"

has its own electric lighting plant, is steam heated for winter occupancy and equipped with modern baths.

Yorkville, the post office and express office at Gull Lake, is within a stone's throw, as is the Yorkville Interurban Station and the M. & C. R. R. passenger and freight depot.

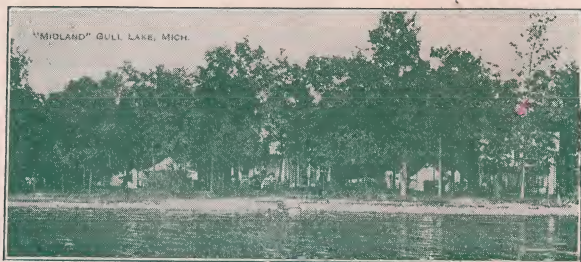
Island Club Hotel:

This resort is located on "The Island" and is maintained by the residents of this place. It is a large and commodious structure and gives the quietness and seclusion so much sought by many vacationists, yet all the advantages of a "Summer at the Lake"

Cottages and Camps:

There are several hundred cottages dotting the shore line that are rented by the week or by the season. These, as a rule, are all furnished ready for occupancy and can be obtained from \$3 a week up to \$25 a week. They are commodious, well maintained and have everything from the kitchen equipment to parlor and bedroom furniture. Row boats usually go with each cottage.

There is ample opportunity, also, for tenting grounds and those that prefer the outdoor or camp life can get a cozy place for their Summer outing at a very moderate rental.



Midland Park and

MIDLAND PARK is the largest settlement on the lake, there being nearly 100 buildings in the thirty-six acres of wooded land that comprise this beach. It also enjoys the distinction of being the only incorporated municipality on the shore line, having a village board organization, with police and sanitary officers and being laid out in city lots with wide streets and avenues.

There is a lighting system, volunteer fire protection, daily United States mail delivery, a hotel, restaurant, general store, ice cream parlor, and practically all the other conveniences of a well regulated city.

Midland Park is under the perpetual control of the Camp Meeting Association of the Michigan Conference of the Methodist Protestant church and the Annual Camp Meetings of this organization are held here, the only services usually being conducted during the month of August. These services draw many visitors, not only from the entire State of Michigan, but from many adjoining and distant states, these attending the meetings, and, at the same time, enjoying the delightful outing which the park affords, under perfect conditions.

There is a large tabernacle for the annual meetings, this



Camping Grounds

being in the center of the park. There also is a chapel in which Sunday School children's meetings and other services are held.

While primarily for religious meetings of a definite nature, Midland Park, as a fact, is not exclusively a Methodist Protestant settlement, for there are annual visitors and resorters of other denominations, who find the environments of such enobling and uplifting nature that they bring their families each year, where, under Christian influence, they may enjoy an outing without the usual distressing evils of the average Summer resort.

The delightful surroundings also encourage many of the cottage owners to spend the entire year at Midland Park. Because of this fact the park is kept open and Sunday School services are held each Sunday. Preaching services usually are conducted. The general store supplies the needs of the outer-man, and the rural mail carrier makes his daily trips.

Most of the cottages are occupied by their owners, but many are rented either for a portion of the season or for the entire Summer months—the rates being unusually modest.

As Midland Park stands today—an isolated settlement conducted under Christian environments—its history dates

back to 1894, when twenty of the present thirty-six or more acres that comprise the property, were purchased by the Camp Meeting Association of the West Michigan Conference of the Methodist Protestant church, the name of the association being changed to the Camp Meeting Association of the Michigan Conference of the Methodist Protestant Church, when these two conferences were united.

The leading motive of this purchase was to provide a permanent location for an annual camp meeting. These grounds were later platted and lots leased and sold to those that desired a Summer Home. This privilege was extended beyond the denomination, to those who are of good moral character and who will abide by the laws and regulations of the park, which are designed to make the community a model one in which to live. An observance of the sanitary and hygienic laws are insisted upon for the general public's good and such other laws and rules that are necessary for the proper regulation of a community consisting of, at times, two or three thousand persons, are enforced.



Cottage of W. C. Harger, Lansing, Mich. President of Camp Meeting Association, Midland Park



Beach Scene at Midland Park

Midland Park is located on the eastern shore of the lake about midway. Most of the ground, nearly a mile in extent, is on a projection extending some distance into the water, which means that the residents not only have a commanding view of the entire stretch of the lake, but also get the full advantage of the delightful breezes that have made Gull Lake such a favorite among the resorters of Michigan and neighboring states.

The shore line, like practically all the other beaches, is unusually fine for bathing and swimming purposes. The sandy beach and the gradual deepening of the water afford ideal bathing and wading for children and at no other place on the lake can one see so many mothers and their little ones taking advantage of this delightful daily Summer pleasure.

In addition to the cottages that are rented to visitors there is a liberal allotment of space for tenting privileges. No charge for this space is made and tents may be secured from the manager of the grounds, or visitors may bring their own tents if desired.

The Midland Park Hotel affords accommodation for those that prefer hotel life. The rates at this hotel are reasonable.

Midland Park is reached from Battle Creek or Kalamazoo by electric cars, direct to Gull Lake, the Michigan Union Traction having an interurban station at Allendale. From there a boat may be taken to Midland, the fare being 10 cents. There also is a driveway from Allendale accessible to automobiles and other vehicles.

The Michigan Central Railroad, which has a station at Yorkville, at the southern end of the lake, also affords easy transportation to Midland, in conjunction with the electric cars and the lake boats that make regular trips around the lake.

Both the steam and electric roads carry freight—shipments being made by the former to Yorkville and by the latter to Allendale or Yorkville.

As has been said, the annual camp meetings at Midland are held, usually in August. These continue one week.

The annual conference follows the camp meeting and also lasts one week.

The program during these services is as follows, being subject, of course, to change:

Morning—Six o'clock, prayer meeting; 9 o'clock, children's meeting; 10 o'clock, song service; 10:30 o'clock, preaching.

Afternoon—Two o'clock, song service; 2:30 o'clock, preaching.

Evening—Seven o'clock, song service; 7:30 o'clock, preaching.

Preaching services are conducted by the ministers of the Conference, assisted by men of national reputation.

Lectures are given and bible conferences conducted during the sessions by capable pulpit orators.

Programs of these gatherings may be obtained by applying to the Association secretary.



Cottage of Rev. S. A. Moray, at Midland Park

Midland Park Directory of Cottage Owners.

Note—Where a star (*) precedes the name of the owner the cottage may be rented by application to E. L. Hursley, Yorkville, Mich., or to Mr. Hursley in person at Midland Park.

Block No. 1.

Lot No.	Owner	Permanent Residence
1—	Albert Snell	Augusta, Mich.
2—	S. B. Harris.....	Marcellus, Mich.
*3—	Lester Mathews	Comstock, Mich.
4—	Della Brown	Augusta, Mich.
*8—	H. C. and H. O. Gleason.....	Three Rivers, Mich.
9—	E. L. Hursley.....	Augusta, Mich.
*10—	T. G. Rockwell.....	Hickory Corners, Mich.
12—	T. G. Rockwell.....	Hickory Corners, Mich.
13—	V. C. Snyder	Battle Creek, Mich.
*15—	Rev. C. L. Ellis.....	Capac, Mich.
19—	Mrs. Sarah Jarvis.....	Lansing, Mich.
*20—	Mrs. Edward Piper.....	Battle Creek, Mich.
25—	Miss Mary Jeffords.....	Kalamazoo, Mich.
26—	Marcus Gibbs	Oshtamo, Mich.
*27—	Madame M. E. Marnitz....	714 Diversey Parkway, Chicago
29—	W. W. Durand	Battle Creek, Mich.
*30—	F. J. and J. L. Walbridge.....	Battle Creek, Mich.
32—	W. B. Snell.....	Battle Creek, Mich.
33—	H. W. Williams.....	Monrovia, Cal.
*38—	M. E. Brown	Battle Creek, Mich.
39—	Dr. St. John.....	Kalamazoo, Mich.

Block No. 2.

- 1—Midland Park Hotel.
*9—J. J. Lawler.....Kalamazoo, Mich.
*10—Dr. N. C. Brown.....Climax, Mich.
11—Olive S. Ford.....Battle Creek, Mich.
13—Mrs. Emma Parker.....Kalamazoo, Mich.

Block No. 3.

- 1—Lee A. Mason.....Comstock, Mich.
8—Fred PerkinsAugusta, Mich.
9—Mrs. Sarah Brown.....Shultz, Mich.
12—Mrs. Ora Harrison, Cottage on Lot 10, Block B.....
.....Schoolcraft, Mich.
13—Mrs. Ora Harrison, Cottage on Lot 10, Block B.....
.....Schoolcraft, Mich.
16—Mrs. Hattie Ellis, Rev. Davis Van Doren..Franklin, Mich.
17—Mary OwensDalton, Mich.
22—I. W. Cargo.....Bellevue, Mich.
24—Rev. C. D. Paxton.....Augusta, Mich.
*26—Lee DoubledayEast LeRoy, Mich.
27—Mrs. Jane Williamson.....Augusta, Mich.

Block No. 4.

- 1—Mrs. Nettie Smith.....Augusta, Mich.
*2—Mrs. P. H. Lawrence.....Hickory Corners, Mich.
3—Mrs. Ada and Miss Inez Hess.....New Lothrop, Mich.
4—Mrs. Howard KentBattle Creek, Mich.
11—Leonard LepperAugusta, Mich.
13—George RothwellLansing, Mich.
*17—Rev. M. J. Weaver.....Murr, Mich.
18—Rev. J. W. McCue.....Hickory Corners, Mich.
24—W. C. Harger.....Detroit, Mich.

Block No. 5.

- *1—Rev. and Mrs. Moray.....Marcellus, Mich.
*2—H. G. Hoppe.....Kalamazoo, Mich.
3-6—Tabernacle.
10—Mrs. A. C. Dillingham.....Kalamazoo, Mich.
*11—C. W. Stevenson.....Clio, Mich.

Block No. 6.

- 10—Nichols & McKeough.....Holt, Mich.

Block No. 7.

- *6—Noah W. Holcomb.....Marcellus, Mich.
8—Rev. W. F. Combs.....Corey, Mich.
13—Joseph RuffAlbion, Mich.
18—J. W. Perry.....Battle Creek, Mich.
*20—James A. Parrott.....Battle Creek, Mich.

Block No. 8.

- 1—M. H. Perkins.....Battle Creek, Mich.
9—F. J. Willbur.....Augusta, Mich.

Block No. 9.

- 1—John J. Coyne.....Battle Creek, Mich.
*14—Charles JeffordsKalamazoo, Mich.

Block No. 10.

- 1—Jessie HauseAugusta, Mich.

Block B.

- 16—Rev. W. C. Helmbold.....Brant, Mich.
*22—E. L. Hursley.....Augusta, Mich.
29—Mrs. Grace PerryAugusta, Mich.
39—Floyd TerpeningAugusta, Mich.

Block C.

- *25—Rev. L. W. Bishop.....New Lothrop, Mich.



GASOLENE LAUNCH
"BATTLE CREEK"



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LAUNCH
"BROWNIE"

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AND
MEMBERS
OF
CREWS



GASOLENE
LAUNCH
"LAVERDO"

GULL
LAKE
TRANSPOR-
TATION
COMPANY

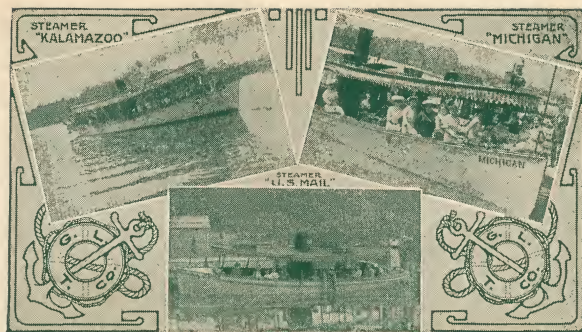


GASOLENE
LAUNCH
"ARROW"



GASOLENE
LAUNCH
"JUANITA"





Launches and Steamers on Lake Make Good Transportation.

THE transportation facilities at Gull Lake are unusually excellent and it is doubtful if there is another Summer resort in the country of the nature of Gull Lake that has in any way nearly as good a service.

There are numerous gasoline and steam launches on the lake—all running under the direction of the Gull Lake Transportation Company, which controls the commodious boat landing where connection is made direct with the interurban cars.

These boats are run by individual owners, but all are subject to the regulations of the transportation company, thus assuring a uniform charge and service. Regular trips around the lake and to the various beaches and points of interest are made at nominal charges, but any of the boats may be secured for special trips and for excursion parties at any time.

The fares to the beaches range from 5 cents to 25 cents, the latter charge being made to the extreme points. An

(Continued on page 74)



Bird's-eye View of Southern End of Gull Lake

The Beaches and

NO ONE feature at Gull Lake proves the statement that it is an "Ideal place to spend the Summer," than the several hundred cottages that dot the entire shore line and which are owned by regular patrons of the Lake and occupied each Summer, year after year.

Many of these cottages are modest, it is true, in their pretentions, although there are some on which vast sums have been spent. Hundreds of city-tied people from Chicago, Detroit, Toledo, Columbus, and even as far away as Cincinnati and Cleveland, constitute these cottage owners, and a perusal of the list that is given elsewhere in the Gull Lake Directory shows that not a few come from far Eastern States.



lake. "The Island" is Shown in the Center

Cottages on Gull Lake

These cottages are built close to the Lake or, as is quite often the case, back some distance from the water line, but all are within sound of the water. Docks run out from the shallow shore to deeper water so that boats may load and unload easily, and if one does not own a small gasoline launch a passing steamer or public launch can be hailed at all hours and trips made to any point for a nominal charge, the fare running from 5 cents for the shorter distances to 25 cents for a round-the-lake trip.

Each of the cottages has a name, as a rule—some poetic, others more prosaic, as the choice of the owner may dictate. These names are given for identification purposes and make delivery of mail,

provisions and merchandise easier, the names taking the place of the house number in the cities.

The Lake Shore, too, is divided into beaches, which makes identification and location of the cottages still more easily accomplished.

Bay View Beach:

This beach is located at the extreme southern end of the Lake. It is one of the oldest settlements and, like Allendale, adjoining, is in the center of all the activity of Gull Lake.

The interurban line runs through Bay View, as does the main road from Augusta to Yorkville.

As the name indicates this beach is located on a bay—the largest on the Lake, and, in keeping still further with the name, the residents command an excellent view of the entire Lake.

With one exception practically every inch of the platted ground at Bay View is occupied. This exception is the Spier's Plat. It is described elsewhere and the plat shown.

Allendale:

The oldest settlement on the Lake was at this point, Camp St. Louis, mentioned earlier in this book, being now the site of the present Allendale Hotel.

All the activity and life of the Lake is centered



Bay View, Where the Trolley Line Pavilion and Docks
Are Located



Willow Beach

around Allendale. The Michigan Union Traction Company has its interurban station here and the Gull Lake Boat Company, which operates some fifteen or more launches and steamers, has its docks on this beach.

From this point the resorters, who arrive by the interurban, are taken to the other beaches or taken on trips around the Lake and to the various points of interest.

Allendale Park, also, is on the beach, and most of the picnic parties throng it every day during the entire season.

There are a few cottages on the Southern end of this beach, privately owned, but most of Allendale proper is occupied by the hotel and its grounds. Allendale Park, however, contains many hundreds of acres and the Northern end of this has been platted for cottages. Several neat Summer homes have been erected since this was opened

for this purpose and there are still some choice locations.

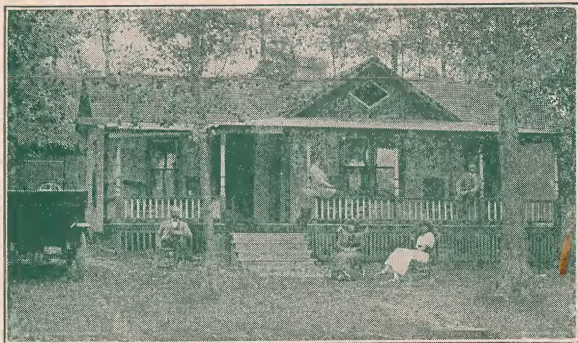
The cottage of Martin E. Brown at the Southern end of Allendale, is one of the prettiest homes on this beach. Mr. Brown is editor and publisher of the Battle Creek Evening Moon and is one of the oldest Summer residents of the Lake.

Some of the cottages at Bay View are those owned and occupied by J. Catherman of Kalamazoo; W. P. Corey of Yorkville; A. E. Gerow of Detroit; James Spier of Battle Creek.

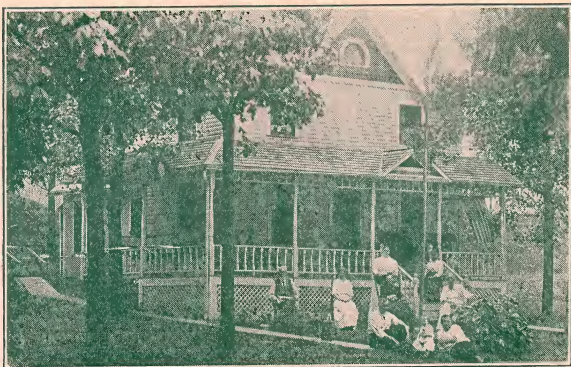
Gull Lake Park:

This is the newly platted portion of Allendale Park and is practically unoccupied as this is written, although there are nine cottages erected and occupied. This beach covers considerable ground and undoubtedly will prove a popular portion of the Lake because it is so convenient to the interurban station—being within two or three minutes' walk.

There is a good bathing beach all along the shore line, shade trees, excellent drainage and one



Cottage of W. P. Darling, of Kalamazoo, Mich., at Bay View



Cottage of Henry Bush, of Chicago, at Bay View

may stand on his front porch and have a clear view of the entire Lake.

Willow Beach:

This is one of the prettiest of the beaches and one of the oldest and most popular. It also is one of the most thickly settled and has several pretentious Summer homes. A. A. Aldrich, one of the wealthiest residents of Southern Michigan, was the pioneer resident on this beach, and in fact, one of the first to build a Summer home on Gull Lake, only one other resident antedating him. Mr. Aldrich spends every Summer at his Willow Beach home, has one of the largest private gasoline launches, a large boat house to keep it in, a garage and all the comforts and conveniences of a city home.

Other prominent residents of this beach are Fred Allwardt, a Battle Creek banker; H. J. Mulrane, the dry goods merchant of Battle Creek; George W. Meacham, O. S. Clark, William Mills, Ollie

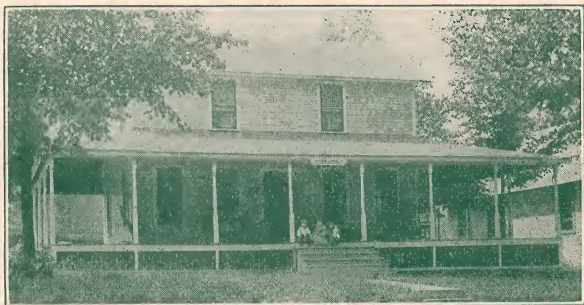
Galloup, Dr. Thomas Zolinsky and Mrs. Lucinda Brown, all of Battle Creek. S. B. Cole of Detroit, is another resident, and has one of the finest cottages on the Lake. James A. Sayles and Andrew Furst of Kalamazoo are close neighbors to the Coles.

There are some unoccupied lots on this beach which has all the natural advantages the heart could wish for. The bathing beach is unusually fine and the entire beach is covered with handsome willow trees which Mr. Aldrich planted several years ago, cutting away the natural growth to make room for them. The beach takes its name from these trees.

The Lake Shore Drive runs back of this beach, skirting it all the way. The interurban station at Allendale is in walking distance. The boat fare to Allendale is ten cents.

Crescent Beach:

There is no prettier spot on the Lake than Crescent Beach. It is one of the newest of the platted portions of the Lake and the shore line is per-



Cottage of James Spier at Bay View Beach



Cottage of Robert Corey, of Yorkville, Mich., at Bay View

fect. The bathing beach is one of the very best, smooth white sand, free from pebbles, extending as far out as the bathers dare go.

The beach, as its name indicates, is crescent in shape, forming a wide bay and giving excellent protection in the roughest of water. It is at the widest point of Gull Lake and the open nature of the surroundings makes living there ideal.

At the time this book was written there were less than a dozen cottages erected on this beach, but several had been contracted for the following Summer. There are a number of lots sold but on which the owners have not yet built. There is, however, a most excellent selection of choice lots, close to the water front, and another year will find quite a colony of cottages at Crescent Beach, as this place deserves.

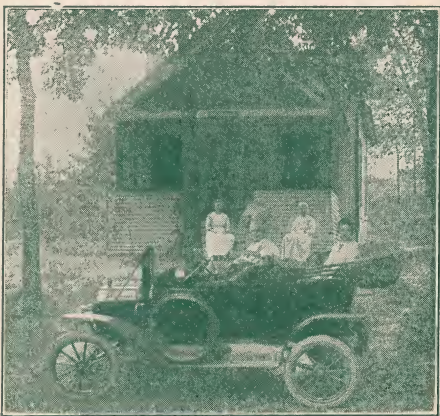
Midland Park:

This is the largest settlement on Gull Lake. It is located, as its name suggests, about midway of

the Lake, on the East shore, and there are about seventy-five cottages, a hotel, a general store, an ice cream parlor, a great tabernacle for religious services and all the conveniences of a little city, such as it really is.

As a fact, Midland Park has township organization and is incorporated as a municipality. It has its own police, its sanitary officers and a full municipal organization. Further, it is platted into streets and avenues, the cottages being regularly placed.

There are about thirty-six acres in the property, all situated in a well-kept grove. It is owned by the Western Michigan and Michigan Conference of the Methodist Protestant Church, which holds its annual camp meeting every Summer on the grounds. Most of the cottagers, therefore, are members of this denomination, although there are many of



Cottage of A. E. Gerow, of Detroit, at Bay View



Cottage of A. A. Aldrich, of Hickory Corners, Mich., at Willow Beach

other religious faiths who like the excellent influence of this settlement or colony.

In another portion of this book considerable space is given to the description of Midland Park, because the uniqueness of its nature and its relation to a Summer resort warrants it.

Sylvan Beach:

This is one of the smallest of the beaches. It occupies a little bay just North of Midland Park and is one of the most secluded of all the beaches. Frederick E. S. Tucker of Battle Creek, has his Summer home here and is the sole resident of the beach.

There is ample room for several cottages, however, and it may be that Mr. Tucker some day will consent to plat off this delightful little spot and permit the construction of other cozy little cottages like his own.

Fair Oaks:

This is another one of the smaller beaches, there



Cottage of W. W. Olin, of Kalamazoo, at Gull Lake Park

being less than half a dozen cottages among the great tall oaks from which the beach takes its name. Judge Brown of Kalamazoo, Fred Humphreys of Kalamazoo, F. B. Lay, Sr., of Kalamazoo, Judge A. J. Mills of Kalamazoo

have their Summer homes at this beach.

Bryant's Point:

This beach once was a part of Oakwood. Niles Bryant, however, purchased the entire property, cut out the tangled wildness of brush and bush and otherwise improved it.

Great first-growth trees cover the land and the spot is now one of the prettiest about the Lake.

Mr. Bryant has a cottage on the property and expects to divide what he has not used for himself into lots and dispose of it.

Bryant's Point occupies a commanding position on



Cottage of J. W. McConnell, Battle Creek, at Gull Lake Park



Cottage of W. S. Butterfield, of Chicago, at Long Beach

the Lake, and there probably is no other location on the Lake where such a clear, unobstructed view of the entire water front may be had. By the use of field glasses one can see clearly all the activity at Allendale at the Southern end of the Lake or spy on the exclusiveness of those at the extreme Northern end of the Lake.

"Bald Eagle":

A beautiful high land about half way up the Lake on the North side.

This is one of the few unoccupied spots. It is the property of Mrs. Rheda Fox, who conducts a farm back from the Lake on the fertile land which reaches back some distance to the hills and rolling ground.

Long Beach:

There are more pretentious homes on this beach than at any other point on the Lake. The residents have formed a little colony that is noted for its

exclusiveness and elaborate social functions are held during the Summer season.

Most of the cottages are in the hands of caretakers throughout the Winter and not a few are kept open more or less the year-round.

Mrs. C. F. Dwight, who originally owned the land that comprises the entire beach, and conducted a large fruit farm, still retains a Lake frontage of three-fourths of a mile all platted into desirable lots.

Dwight Park, a beautiful wooded beach, with fifty rods of Lake front, was donated to the township by her.

Just North of that is Long Beach Farms, the property of Fred. S. Kenfield, a Chicago publisher. Mr. Kenfield has one of the prettiest cottages on the Lake. It is of the California bungalow type with garage, barns and other side buildings. Mr. Kenfield and his family spend the entire Summer at Long Beach. He operates a large dairy and fruit farm and also amuses himself with raising fancy cattle.

Col. W. S. Butterfield, of Chicago, the theatrical magnate, has a cottage adjoining the Kenfield home. It is the largest Summer home on the Lake. Others



Bungalow of F. S. Kenfield, of Chicago, at Long Beach



A Row of North End Cottages

that compose this colony are: Dr. S. R. Light of Kalamazoo, A. F. Kettle, the Kalamazoo publisher, Prof. John A. Scott of Northwestern University, Evanston, Ill., W. H. Upjohn of Kalamazoo, and F. F. Rowe, publisher of the Kalamazoo Gazette.

Hickory Point:

Three cottages occupy this beach—those of J. H. Chapin of Cedar Rapids, Ia., C. S. Bronson, Evanston, Ill., and Wilson Hogue of Evanston, Ill. It is one of the most promising places on the Lake, because of its many natural advantages. The great forest trees, the well-drained land, the view of the full length of the Lake and the excellent bathing beach ought to make it a popular place for those who want exclusiveness. The owners, some day, probably will be prevailed upon to dispose of the remaining unoccupied property.

Woodlawn:

This beach occupies about the same position as Hickory Point. Marion Longman, Wm. H. Pendleton, F. C. Eisen and Ernest Cadwalder now are the sole occupants of the beach, but there is ample room for several cottages and some day these may be erected—provided the owners find suitable purchasers.

Oak Glen:

There are several very fine Summer homes on this



Cottage of Arthur Prentice, of Kalamazoo, at Oak Glen

beach and it rivals Long Beach, Hickory Point and Woodlawn in its exclusiveness. A. S. Prentice, J. H. Dewing, H. S. Humphreys, Geo. Wigginton and Dr. Crane of Kalamazoo own cottages on this beach and these families, together with those of the other three beaches named, constitute a happy Summer colony.

Lake View:

This is one of the prettiest spots on the Lake and it is no wonder that two of the popular hotels seized upon it for their sites. Turner's Hotel and Ross Ever's Hotel are both located here, occupying considerable ground. D. C. Osborne of Kalamazoo, J. H. Brunjes, Rufus Honeywell, George Travers and the L. Williams estate are the other property owners. Mr. Brunjes, also, has a very pretty park on his property.

Lloyd's Beach:

L. H. Lloyd of Chicago occupies this entire prop-



Cottage of Prof. John A. Scott, Evanston, Ill.

erty which is situated at the head of the Lake. It is needless to say he has a commanding view of the entire body of water.

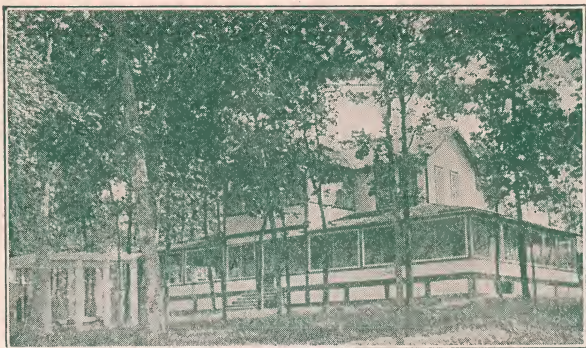
Wildwood Park:

As its name indicates this beach is almost primitive in its nature. There is a great growth of forest trees, and back from the water line a tangled mass of vegetation, cleared just enough to permit free passage, but not sufficiently to mar its beauty and charm. It gives one the impression that Nature had a tantrum when she designed the spot.

There are a number of pretty cottages nestling amid this scene of primitiveness and these are platted off into avenues and drives, much as a city, with a park in the center. Wildwood is situated on the Upper Western side of Gull Lake.

Central Park:

This beach is also on the Western side of the Lake and is about midway of the main portion of



Cottage of Ford Rowe, of Kalamazoo, at Long Beach

the Lake. It is not very extensive in size but makes up for this in beauty and charm. The cottagers here have ideal Summer homes.

Kenwood:

Adjoining Central Park is Kenwood. Like all other beaches on the Lake there is all that could be desired here. The bathing is unusually good and, being on the Western side of the Lake, the shore is well shaded the greater part of the day.

Highland Park:

This is one of the populous beaches. Most of the cottages are on the high knolls, although not a few of the owners prefer to be down at the water edge. The beach is an excellent one and Nature used an artistic hand when she made the setting.

The Country Club and golf grounds are at the North end of Highland Park and there are many very pretty cottages here. There are nearly twenty-five of these and practically all are of the more sub-



Shoreline at Wildwood Park

stantial and permanent kind. Among some of these homes are those of Dr. H. K. Read of Hibbing, Minn., Addison Pingalley, the Kalamazoo druggist, M. L. Riley of Kalamazoo, Andrew Loughead, Mrs. William Crookes, A. D. and Lewis and C. M. Bennett of Kalamazoo, and Charles Graham of Battle Creek.

Between Highland Park settlement and the Golf Club is a beautiful wooded highland following the Lake shore on which Wm. Church of Marshall and Fred Chappell of Kalamazoo have attractive cottages.

Pleasant View Park:

This beach is just to the South of Highland Park and truly is a "Pleasant View." It is situated at one of the widest points of the Lake. The beach is one of the best and the cottagers find all the enjoyment and pleasure that is to be had at an ideal Summer resort.

Idlewild:

There are many points of resemblance between



Cottage of F. H. Berry, of Battle Creek, at Pleasant View

this section of the Lake shore and Wildwood, because Nature went on a frolic when she dipped her brush into paint and made this picture of wild beauty and charm.

With the single exception of Midland Park, Idlewild is the most thickly settled of all the beaches. There are nearly half a hundred cottages here and they are, as a rule, substantial and built for permanency, their owners coming every season for years to spend their Summers.

There has been a new addition platted to this beach and it will not be long before Idlewild will have one of the biggest populations on the Lake, because it is a most delightful location. Already there are thirteen cottages on this new plat and every Summer sees new cottages erected.

Among some of the residents are: Dr. L. H. Stewart, Mrs. George I. Goodenow, Myron O'Keefe, Mrs. J. C. Goodale, Dr. J. T. Upjohn, A. J. Patterson, Edward W. Vosburg, W. O. Harlow, Gordon Stewart.



Cottage of A. B. Williams, of Battle Creek, at Pleasant View

Indian Point:

This beach is located near the entrance to Lover's Lane and just opposite "The Island." There are about a dozen cottages and some unoccupied property. It was at this point, so the historian of Gull Lake tells us, that the Indians in the early history of Michigan had their settlement in this vicinity. Where there is water now between Indian Point and "The Island" was a low spot. A plank road made passage between the fertile "Island" and the mainland and the Indians farmed this.

In years after, when the white man settled, a mill was erected at the foot of Lover's Lane and the overflow from Gull Lake was dammed up and used for water power. This caused Gull Lake to raise several feet and the low spot between the Island and the mainland was covered with water and has so remained ever since. Two stumps of trees, a relic of the old forest that grew on this low land, still remain in the water, resisting attempts to remove them.



Cottage of Marshall H. Howe, of Battle Creek, on "The Island"

E. B. Jennings of Chicago has a cottage on this property and there are several others. Considerable of the land is platted and some day will be fully occupied, as it deserves to be.

La Belle Park:

This beach is situated directly at the outlet of Gull Lake—the point where Lover's Lane, that pretty little water way, begins. The Elks' Club House is located on this property, which, at the time this is written is used now as a hotel under the name of the La Belle Park Hotel.

There are a number of cottages that belong to the Elks' property, which are rented every season.

Among some of the resident cottage owners are: W. S. Maxam, C. F. Ferner, R. W. Snider, Mrs. William Wandell Le Fevre and Lewis Sergeant.

Grand View:

This is the beach that marks the beginning of Big Bay, which forms the Southern end of Gull Lake and is almost directly opposite Gull Lake Park on the other or East side of the Lake.

If Gull ever was threatened by an invading army, and the entrance fortified, Grand View would be



Cottage of Fred Chappel, of Kalamazoo, Mich., at Highland Park

the Gibraltar, for it commands the situation and would make a natural fortification in time of war.

There are some sixteen or eighteen cottages at Grand View and the residents may either walk a few yards to the Interurban line that skirts the Western boundary of the property, or row across to Allendale and there take an electric car for the outside world. The passenger boat fare, too, is only five cents, and as Grand View is on the main path of all the excursion steamers and launches, boats may be had at any time.

Franklin Beach:

Located immediately opposite Allendale, and on Big Bay, this beach, like Grand View, is within a stone's throw of all the transportation lines, yet is isolated from the stir and hustle of Allendale by a sheet of water nearly half a mile in width.

There are numerous cottages on this beach, which is one of the oldest on the Lake.

The Island:

This is one of the truly picturesque places on Gull



Cottage of Henry Beckman, of Battle Creek, at Idlewild

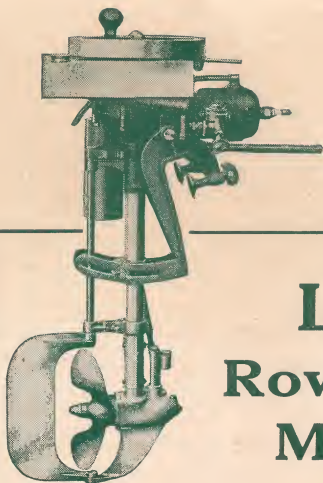
Lake. It is the only island in the entire seven miles' stretch and Nature appeared to recognize that fact by bestowing all her efforts here.

The Island Park Association purchased this island a few years ago for the purpose of locating summer homes for themselves and friends, and accordingly laid out a tier of fifty lots around the island, reserving the center as a court, where are located the Island Hotel and Club, designed for the accommodation of the members of the association and their friends.

Lots are sold to individual members or their friends, which grants to them certain privileges enjoyed by members of the company.

The Island people maintain a clubhouse where excellent board is furnished to the members or their friends at reasonable rates. Four cottages are owned by the association which are rented. Those renting cottages here are given the same privileges as members.

There are some twenty or more summer homes



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that is guaranteed
or your purchase
price is refunded.*

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Catalogue—Free on
Request

Lockwood-Ash Mfg. Co.
Jackson, Mich.



"Port Jervis," Idlewild

on the island, and they are among the finest to be found at the Lake. New ones are now in the course of construction.

The shore line measures about three-fourths of a mile and the island contains about fifteen acres.

The bathing beach, which extends around the entire island, is perfect, one shore being especially fine for children, where the water is very shallow.



Cottage of Mrs. Charlotte Fox, Franklin Beach

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by**

BOCK-WALKER CO., 18 W. Main St.

**WE HANDLE A FULL LINE OF
AUTOMOBILE ACCESSORIES**



The Long Beach Farms.

One of the truly interesting spots on Gull Lake is the summer home of Mr. F. S. Kenfield, the Chicago publisher. Mr. Kenfield not only has one of the handsomest bungalows on the lake, but also one of the finest and most modern stock and dairy farms in Michigan.

There are 410 acres in Long Beach farms, all located on the shore line of the northern end of Gull Lake. Forty acres of this are devoted to fruits and the rest to the dairying interests.

There is a large concrete stable for a herd of sixty or more thoroughbred Holsteins, ample pasturage and a concrete maternity barn for the calves.

All the buildings are modernly equipped, as Mr. Kenfield makes a special hobby of raising Holstein cattle and calves.

A special private water supply system, with water piped to every building on the property, is maintained and every other convenience has been installed.

Mr. Kenfield also conducts a modern creamery in connection with his cattle breeding. The latest improved milking machines are used and all the dairy work is done under the most exceptional sanitary and hygienic conditions. Milk in bottles is delivered by power boat around the lake and

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Calf Barn at Long Beach

by wagons, his customers feeling particularly fortunate because of the exceptional high standard of the products.

When it is understood that the milk from Long Beach farms comes from cows that are bred from the world's greatest milk and butter producers, and that every animal has an A. R. O. record, this confidence is not misplaced.



Interior of Cattle Barn

Vacation Months



May be
well
spent
if your
outfit
is com-
plete

We have everything in the sporting goods line and have suggested and out-fitted so many old-time sportsmen that we feel confident to put you on the right track.

COME AND SEE US

*Repair work of all kinds promptly done.
Work guaranteed.*

DAVID L. LARKIN
SPORTING GOODS

30 N. Jefferson St., Battle Creek, Mich.
Phone Bell 214W



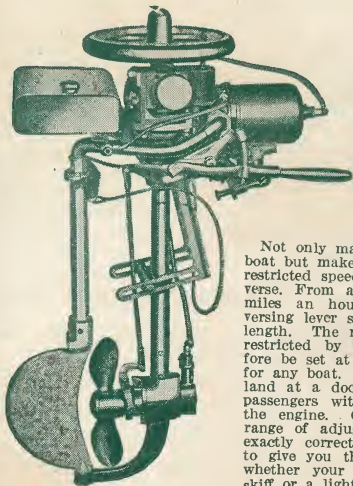
Runs a Grocery Boat on the Lake.

Perry Rice, the Yorkville grocer and meat market man, has given Gull Lake resorters a convenience not enjoyed by other lake resorters. In addition to maintaining an automobile and wagon delivery daily, he runs a special boat on the lake every day during the season. This boat is equipped with shelves and counters like a real store and carries everything that a first class grocery does. There also is an ice box loaded with fresh meats, butter and eggs. The Perry store, generally known as "The Ideal" is the official "Nuway" store of the lake, carrying a complete line of the "Nuway" specialties. It makes a daily trip around the lake, stopping at each dock, where resorters may do their marketing conveniently.



The New Waterman Porto

**1915 Model
with revers-
ing propeller
and multiple
speed con-
trol**



Not only makes a motor boat of any boat but makes it a motor boat of unrestricted speeds, both forward and reverse. From a speed of from 8 to 10 miles an hour, a touch on the reversing lever stops the boat in half its length. The reversing quadrant is unrestricted by notches and may therefore be set at the proper trolling speed for any boat. With this wheel you can land at a dock to take on or put off passengers without even slowing down the engine. On account of the wide range of adjustment you can find the exactly correct setting of the propeller to give you the best speed—no matter whether your boat is a heavy fishing skiff or a light cedar rowboat.

This latest model of the original Out-board motor (30,000 satisfied users) carries the essentials which have made the Waterman Porto a reliable standby for more than nine years.

Develops 30 H.P., weighs 65 pounds, fits any shaped stern, has automobile carburetor (not mixing valve), removable bearings, solid bronze skeg protecting $10\frac{1}{2}$ propeller, steers by rudder from any part of the boat, water cooled exhaust manifold, noiseless underwater exhaust, spun copper water jacket and guaranteed for life.

THESE ARE NOT FEATURES BUT ESSENTIALS. AS SUCH DEMAND THEM IN YOUR ROWBOAT MOTOR OR YOU WILL NOT BE GETTING THE FULL VALUE FOR YOUR MONEY.

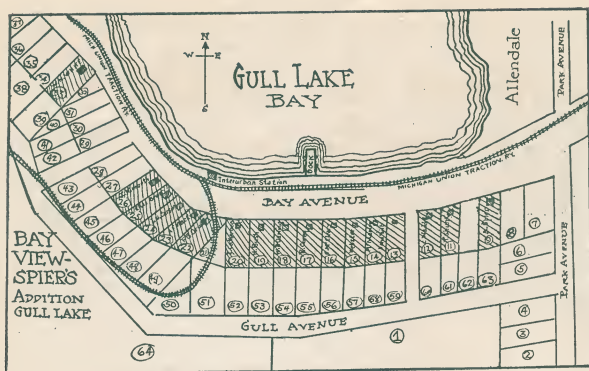
WATERMAN IN-BOARD MODELS

Prices, \$40.00 and upward. 2 H.P. up to 24 H. P. One, two and four cylinders. 4 to 6 H.P. \$45.00 and upward, depending on equipment. These engines run in weight from 36 pounds for the canoe motor of the single cylinder type up to our Model B-4 weighing 250 pounds and developing 24 to 30 H.P. for speed boats and ordinary launches. Write today for free marine engine book containing full information on all of our lines of engines.

WATERMAN MOTOR COMPANY

296 Mt. Elliott Avenue

- - - DETROIT, MICHIGAN



Spier's Addition to Bay View.

One of the most desirable locations on Gull Lake is at Bay View. This beach is only a two-minute walk from Allendale, where the main station of the Interurban line is located. Two electric lines also pass through the property, cars stopping at the Bay View Station.

Yorkville, with its stores and United States postoffice, is but five minutes away by trolley.

Spier's New Addition, which comprises most of Bay View, has a few desirable lots just opened up by plat. Information concerning these may be had by addressing Alice V. Spier, 69 Chestnut Street, Battle Creek, Mich.

Additional Copies of This Book.

May be obtained at the following rates: Single copies 10 cents; 25 or more, 6 cents each; 50 or more, 5 cents each. Sent postpaid on receipt of remittance. Address F. S. Kenfield, Publisher, 445 Plymouth Ct., Chicago.

Meet me at the Drug Store!

You are invited to use our
chairs and seats.

**Everything in Drugs and
Chemicals**

Careful Prescription Work

Kodaks and Supplies

Lunch Service

Our Special Ice Cream

Public Telephone Booth

**Van Ostrand-Mattison,
Drug Company**

**NEW BURDICK BLOCK
KALAMAZOO, MICH.**

all-around-the-lake trip fare is 25 cents. The trip to Lover's Lane and return is 15 cents. Both the lake and Lover's Lane round-trip is 40 cents, special boats making these points.

The boats under the jurisdiction of the transportation company are:

The Arrow—This is a gasoline launch of ample capacity owned and run by Monrock Sabine. It is one of the speediest of boats on the lake and makes all the regular trips, as well as special ones.

The Battle Creek—This boat, also using gasoline as power, is owned and run by M. G. Wing, and is at the command of the lake resorters at all times, either for special or regular trips.

The Brownie—C. E. Norton owns and captains this popular gasoline launch and it, like the others mentioned, is hired or rented by the trip or hour.

The Juanita—Capt. Roy Graham owns this gasoline-powered launch—one of the speediest on the lake. It is roomy and makes all the regular and special trips.

The Kalamazoo—This is a steamer, and because of its capacity is especially fitted for excursion parties of a large size. It is owned by Capt. C. A. Sumner and makes all the regular and special trips, just as do the smaller boats.

The Laverda—A companion boat to the other gasoline launches, Capt. Roy J. Austin, its owner, finds his craft a popular one among resorters. It makes all the regular and special trips, at the pleasure of the resorters.

The Michigan—Capt. Ray E. Brown, one of the oldest of the boatmen on the lake, owns and personally commands this steamer. It makes both special and regular trips and is especially adapted to large picnic parties.

The U. S. Mail—Capt. W. B. Cannon owns this steamer, which he uses to make daily trips with the U. S. mail about the lake. He also takes passengers on his trips at the regular rates.

A telephone service is maintained, resorters at any of the beaches giving their orders direct to the transportation company, which sends out boats as per instruction.

Crescent Beach.

There is no prettier beach on Gulf Lake than Crescent Beach, the newest of the settlements along the Lake Shore. This addition was only recently platted and lots offered for sale. L. H. & L. B. White, Kalamazoo, are offering choice lots at Crescent Beach at unusually low prices. See map on page 76.

W. P. THOMPSON

AUGUSTA, MICH.

L U M B E R

AND

C O A L

Cement, Lime, Salt, Plaster

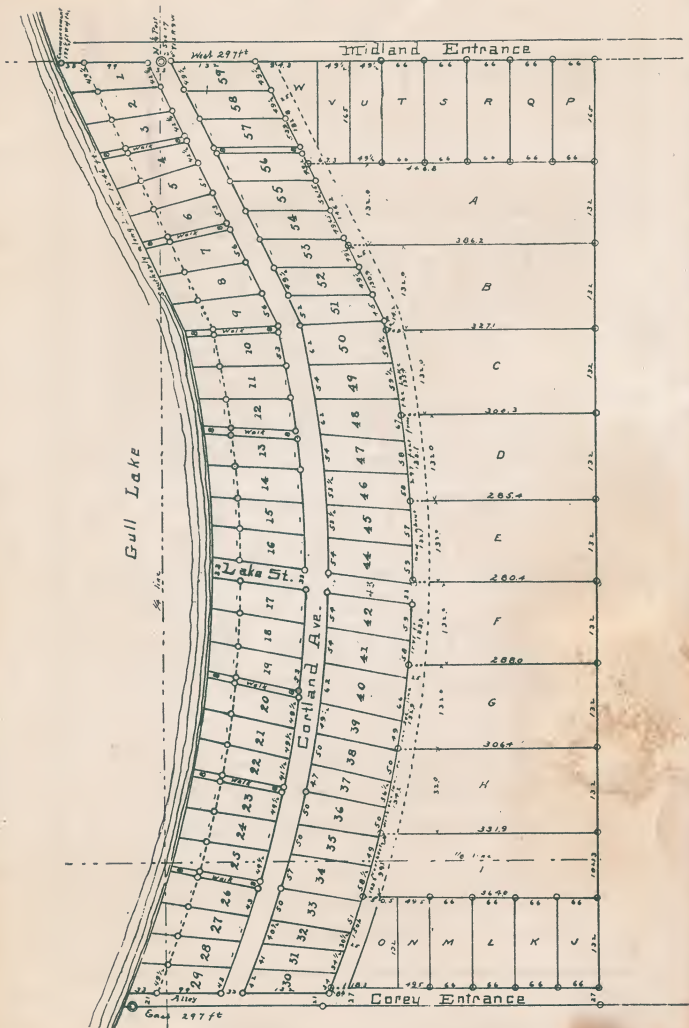
Wire Fencing, Brick

Paints, Etc., Sewer Pipe

**We have furnished the
material for most of the
cottages at Gull Lake**

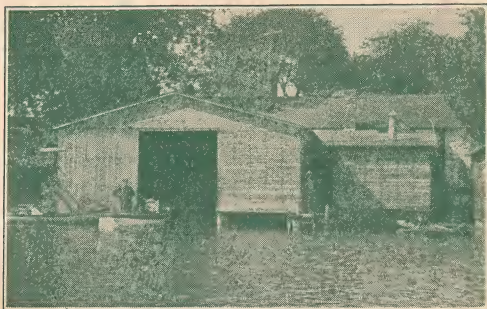
**DELIVERIES MADE TO ALL PARTS
OF LAKE**

Crescent Beach.



Plat Showing Park-like Arrangement

Buechner's Boat Hospital and Machine Shop



BOATS

Row Boats, Launches, Yachts, Sail Boats
Built to Your Order

General Repairing in all Water
Craft Done by Experts : : :

Boats Bought, Sold and Exchanged
Marine Supplies, Gasoline, Batteries,
Spark Plugs, Etc.

Buechner's Boat Hospital

Located on Gull Lake

Yorkville Postoffice, : : Mich.

A-B GAS RANGES

“Awarded Gold Medal
—highest possible award—
Panama-Pacific International Exposition,
San Francisco, Cal., 1915”

All Enamel Finish — Require
No Stove Blacking

Sanitary, Economical,
Convenient, Beautiful

“As easy to clean as a china plate”

Manufactured by

A-B STOVE COMPANY
Battle Creek - - Michigan



Attention! Motor Boat Owners

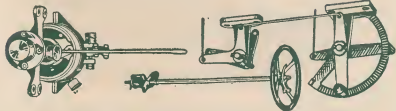
We are one of the largest and oldest manufacturers of motor boat accessories and can make immediate shipment on

Easy Starters, Universal Joints, Speed Propeller Wheels, Reversible Propeller Wheels, Reverse Gears, Steering Wheels, Underwater Exhausts—

in fact everything for motor boats. If interested send for catalog today, and discount, and order your requirements.

Michigan Wheel Co.

1141 Monroe Av., Grand Rapids, Mich.
Telephone 2125



Gull Lake Resorters

—We make special efforts to give prompt service to those with whom the time element is of consequence. All telephone and telegraph orders will be given the attention they merit.

Sleep in a House Tent on Gull Lake

Enjoy your Summer vacation—keep healthy, remain comfortable and go back to your city home well fortified to withstand the rigors of the Winter months.

The Farlin House Tent is An All-Year-Round Home

They are not only useful and convenient in the Summer months, but bring health and comfort during the winter season.

If you cherish good health, a sound constitution and bodily vigor—sleep OUTDOORS.

Farlin House Tents are Economical, Sanitary, Hygienic

They are built like a house for comfort—like a tent for good health. Standard sizes are kept in stock by us—extra sizes and styles are made to your order. Write for prices.

The Farlin Ventilator Insures Pure Air

The Farlin Mfg. Co.,

Battle Creek, : : : : Mich.

Kalamazoo Public Library

Toilet Supplies for the Vacationists

Complexion ills are unnecessary to the fair lake resorters, if properly safeguarded and carefully treated when they do appear.

Tan—Sunburn—Freckles

None of these unpleasant, distressing and painful conditions need be feared now, or when summer vacation days are over, if taken care of in time. We handle a full line of creams, lotions and all standard cosmetics.

Gull Lake Resorters

Telephone Your Orders

Drop us a letter or telephone your wants and we will supply the same promptly by return post.

Take a Trolley Ride to Kalamazoo

It's only a few minutes' ride to Kalamazoo and Colman's Drug Store—Enjoy the cool ride, spend the day in Kalamazoo and take home your toilet needs from—

Colman Drug Co.,
123 W. Main St., Kalamazoo, Mich.

We carry a complete line of Drugs and Chemicals.

Prudential Nursery Co.

General Nurserymen, Landscape Contractors, Tree Specialists

Kalamazoo, Michigan

*The appearance of the grounds bespeaks
the tastes and character of the owner.*

*Make your lawn
as attractive
as your parlor*

*Prudential Nursery Co. of Kalamazoo
plan and plant your grounds.*

Write their Landscape Service Dept. for advice.

Prudential Nursery Co.

Kalamazoo, Michigan

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